Pearson BTEC Set Assignment Brief

Part A Set Assignment

Unit 2 – Research and Plan a Marketing Campaign

Pre-Release Paper

For use with:

Pearson BTEC International Level 3 qualifications in Business

Certificate/Subsidiary Diploma/Foundation Diploma/Diploma/Extended Diploma

Pearson International BTEC Level 3 qualifications in Enterprise and Entrepreneurship

Certificate/Subsidiary Diploma/Foundation Diploma/Diploma/Extended Diploma

Supervised hours	10 hours

For completion by the centre

Qualification (select as appropriate)	Certificate/Extended Certificate/Foundation Diploma/Diploma/ Extended Diploma
Monitored Research Dates and Times	
Part B Set Assignment Date	

Pearson

Instructions to Teachers/Tutors and/or Invigilators

The Pearson Set Assignment will be assessed internally by the centre using the unit Assessment Criteria detailed in the qualification specification. The assignment will be sampled by the Standards Verifier as part of the standards verification annual centre visit.

Part A Monitored Research for Marketing Campaign Preparation

Instructions to Learners

Read the Set Assignment Brief carefully.

Part A contains the information you need to prepare for the Part B Set Assignment.

You will be given 10 hours of monitored preparation. Your tutor will advise you of the scheduled sessions for this work.

During these sessions you will complete the research to support you during the supervised assessment. Your work should:

- be individually and independently prepared by you
- be either handwritten or typed in a 12pt font
- use short, bullet-point style information, and cannot contain long narrative pieces of text.

You must work independently and must not share your work with other learners.

Your teacher cannot give you feedback during the preparation period.

Your research will be checked and retained by your centre until Part B Set Assignment. You will need to submit your research along with the work completed in Part B, and an authentication sheet declaring the work is your own.

Set Assignment Information

Scenario

The Business: Wooden Things

Wooden Things is a medium-sized independent designer and manufacturer of premium-priced children's wooden toys. As well as its design and manufacturing workshop, Wooden Things has opened a retail outlet in the country's major international airport. The organisation currently specialises in children's toys but as part of the next stage in its business strategy it has developed a new app, Design-a–Toy. In relation to the development of the app, the business plans to expand.

The owners of Wooden Things want to launch a marketing campaign that will focus on one segment of the market. They would like to attract more customers and increase the probability of them making a purchase. The campaign should run for 12 to 16 weeks.
The business owner wants to stimulate demand for their toys and establish a strong market presence, either nationally or internationally.

You have been asked to plan a marketing campaign for a toy designer and manufacturer, Wooden Things.

Set Assignment

You must complete the research task and use your results in the second part of the Pearson Set Assignment

ACTIVITY 1- Research

The product

The Design-a-Toy app can be downloaded free of charge and allows users to personalise their toy with characters from their favourite films or TV programmes. The personalised design can then be uploaded to the Wooden Things design studio to be manufactured.

Customers then pay for the resulting wooden toys, which are then 'unique' to the person who has submitted the toy design. You are required to independently investigate the market for toys in your chosen market – either national or international.

Your research should incorporate appropriate methods used in market research including primary and secondary data sources. You may wish also to consider researching weekly/monthly marketing journals, marketing and/or advertising agency websites, business consultancies, and more general business sources.

Your research should cover the following aspects of the toy market:

- competitors
- market size, share and structure
- target market
- trends
- external influences.

Your research should also include investigation into at least one marketing campaign related to the sale of toys in your chosen market. Your research into a specific marketing campaign should include the:

- costs
- timescales
- media used
- message communicated
- use of marketing tools to enhance the effectiveness of the campaign
- appropriateness of the campaign.